



Profiling Beauty

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Direct Selling Company*

# Helan's Anti Cellulite Treatment Programs





**Analyzing the causes, evolution and remedies of Cellulitis are useful in preventing and counteracting these typical, unsightly signs.**

### ***Causes***

- A slowing down in blood circulation
- Pooling of interstitial liquids (between one cell and another)
- Thickening of connective tissue with the formation of initial mottling

#### **STAGE 1**

Slow blood circulation and excessive capillary permeability along with slow lymphatic circulation causes liquid stagnation as well as a build up of undrained waste among cells.

#### **STAGE 2**

Collagen fibers weave around this build up, compressing the capillaries and preventing the fat cells from being nourished. On the skin, this creates the mottling and nodules commonly known as the "orange peel effect".

#### **STAGE 3**

The nodules join together creating bigger nodules and the fibers that surround them harden by sclerotization. This causes the well-known "mattress phenomenon".

#### **DIET**

A real battle is indeed fought in the kitchen! Both the quantity and quality of food need to be suited to the actual needs of the body as a balanced diet influences the fundamental causes of cellulitis by avoiding accumulation and favoring liquid elimination.

## **LIFESTYLE**

The regular practice of a sport helps burn fats and it is therefore advantageous to take advantage of physical activity whenever possible, by walking quickly, going up steps on foot, etc.

## **APPROPRIATE COSMETIC TREATMENTS**

The constant use of effective cosmetic products, like that of a proper diet and physical exercise, allows more than satisfying results to be achieved, especially when combined with massage.

### **Lymph Massage:**

Any anti cellulite product works better with a Lymph Draining Massage. Lymph is your body's way to collect waste like dead bacteria and toxins. Normally, lymph drains and is excreted from the body. As we age, it becomes harder for the Lymph tissues to drain. Lymph massages stimulate the area to assist in drainage.



To self-administer the massage, with your open palm, cupped slightly, "slap" the area for a couple of minutes. Your hand should make a hollow sound, you are not looking at causing pain, you are just stimulating the area to increase blood flow. Periodically rub the area in a circular motion. This will bring blood flow to the area.

There are several deep tissue massagers that are on the market sold as body toning massagers. They are not necessary because the Helan line of Cellulite treatment is very penetrating.

You will see two different methods of treating the cellulite, one involves heating the area to increase blood flow and help "push" the lymph around assisting in its drainage. The second method involves Cold which shrinks the fat cells.

## EXFOLIATION:



Exfoliation clears sticky dead skin cells from your skin to allow for the maximum penetration of the cellulite treatments.

Helan Anti-Cellulite Strategy Exfoliating Scrub is formulated for two specific actions:

- ◇ **SOFTENING EXFOLIATING** due to the very fine microspheres of Coconut that enable the physical removal of dead cells leaving the skin smoother, more receptive and ready to absorb the most targeted ingredients.
- ◇ **CAPILLARY TONER** to counteract water retention and the sensation of bloating.

**How to use it:** before a shower massage on hips, thighs, and buttocks, concentrating on the rougher areas to make them smooth and more receptive to subsequent treatments. The microspheres will gently abrade the skin smoothing out the horny layer, removing impurities and dead cells. Rinse with plenty of warm water under the shower

## Phase A:

### **Helan Anti-Cellulite Strategy Draining Gel - Lymphatic Draining System**



#### **Cool Effect**

The Lymphatic Stagnation is reduced thanks to the cold effect allowing easier blood circulation with an immediate relief for low limbs and a general feeling of wellbeing.

The Brown Seaweeds of Brittany, Laminaria, Fucus and Undaria and mineral salts of sea water rich in organic components and highly concentrated micronutrients, create a product with a high osmotic power which encourages liquids to be reabsorbed by fighting the formation of the first fat deposits which make the body look heavy.

This special selection of essential oils stimulate the olfactory receptors and vegetable extracts, making this gel the first defense against pain and heaviness giving immediate relief to tired and swollen legs.

For more toned body and “drained tissues”, this revolutionary gel promotes flow of excessive fluids by preventing cellulite blemishes. Thanks to the cryo effect, the use of the Gel is ideal during the summer months to reduce dilation of capillary vessels subjected to long sun exposure.

**How to use it:** prepare the skin with concentrated scrub to remove dead skin cells and impurities and allow the product to act quicker.

Apply the Draining Gel heavenly on hips, buttocks and thighs. The pleasant cooling sensation provided by the application of the product together with a gentle massage toward the top helps the lymphatic flow to tone up tissues. The oil free gel facilitates the massage with no greasing, it is absorbed immediately so no waiting is necessary before dressing.



### **Helan Anti-Cellulite Strategy Instant Mud Cream**

#### **Cool Effect**

An innovative concentration of natural ingredients for a particularly fast application in a high absorption creamy mud.

A selection of essential oils stimulates the olfactory receptors, activates the autonomic nervous system and enhances the breakaway of fats in synergism with the caffeine, a lipo-reducing substance to reshape the figure in the critical areas.

The principles of Aromacology, and the action of the brown seaweeds of Brittany, Laminaria, Fucus and Undaria, and vegetal extracts are allies in this new “shock” treatment to effectively combat the blemishes of cellulite.

**How to use it:** apply on hips, buttocks and thighs with a light massage until it is completely absorbed.

## ***Helan Anti-Cellulite Strategy Slimming Cream***



### **Cool Effect**

Shock Formula due to the ideal concentration of natural active ingredients in a matrix of oils and vegetal esters that enhances its action.

*Drain unwanted fluids*

Centella, Horse chestnut, Sweet clover, Currant, Butcher's broom

*To keep the figure in shape*

Brown seaweeds of Brittany: Laminaria, Fucus and Undaria Caffeine and Cola nut Essential oils.

*To counter-act free radicals*

With ongoing improvement of tissue Elasticity, Olive and Grape seed oils, Vitamins C and E

A triple Action to effectively combat Cellulitis in a particularly moisturizing emulsion that is silky to the touch.

**How to use it:** Massage regularly on hips, buttocks and thighs.

Ideal in the evening after the use of the SCRUB.

Results will be seen in 6-8 weeks.

### **Phase B:**

## ***Helan Anti-Cellulite Strategy Peel Off Intensive Mud Cream Sauna Effect***



### **Sauna Effect**

This product focuses on the effects of a hot and cold action which are results in an improvement in draining liquids and microcirculation. For the best results, the warming effect is paired with the cooling

effect in the Toning Cream

The sauna effect: through the action of the heat, encourages blood vessels to expand and to absorb active ingredients with lypolitic action and to speed up elimination of fats.

The action of Red Seaweeds of Brittany, Lithothamnium, Palmaria and Chondrus, active ingredients of Aromacology and the Vegetable extracts are all allies in this creamy mud with a high level of absorbance to fight effectively cellulite blemishes.

In this particular formula, the exfoliating action of the PCA carnitine has been used which is be shown to regularly remove dead skin cells and get the skin in excellent conditions to absorb the active ingredients of the product with a gentle and regular action every day.

An exclusive formula that fights cellulite blemishes and at the same time offers a peeling effect in order to always have smooth and perfect skin.



**How to use it:** apply only once the product on hips, buttocks and thighs with a gentle massage until it is completely absorbed.

The sauna effect (warm) happens after some minutes.

Do not rinse. Then apply the Toning Cream "ice effect"  
Results will be seen in 6/8 weeks

### ***Helan Anti-Cellulite Strategy Antioxidant Regenerating Toning Cream***

#### **Cool Effect**

This product focuses on the effects of Hot and Cold action which has shown to produce an improvement in draining liquids and microcirculation and makes the use of this formula complementary to that of the peel-off intensive mud prepared with active ingredients in synergy.

By lowering the temperature, the ice effect provokes shrinking of blood vessels followed by a reaction of expansion of blood vessels which stimulates blood circulation and therefore slows down orange peel skin formation as well as reducing swelling and tiredness of legs.

This is a unique formula ideal for the concentration of natural active ingredients with several vegetable oils and esters which encourage circulation:

*To Drain Stagnant Liquids:* Acerola, Lespedeza and Sweet Clover

*To Maintain Weight:* Caffeine from Guarana seeds and peel and Coleus

*To Fight Free Radicals and Regulatory Improve*

*Elasticity of Tissues:* with green seaweeds of

Brittany: Spiruline and Chlorella; Olive and Grape seeds oils

A triple action which linked to the Ice effect, allows draining active ingredients to be better and quicker absorbed powered by stimulating essential oils which encourage consumption of fats contained in adipose cells.

An antioxidant cream with regenerating properties which acts widely to fight loss of tone effectively as well as cellulite.

For a silky skin and compact tissues.

**How to use:** apply regularly morning and evening on hips, buttocks and thighs with a gentle message, after the application of the Peel-Off intensive Mud- Cream.

Results will be seen in 6/8 weeks

### ***Helan Anti-Cellulite Strategy Concentrated Active Serum Night Treatment for the Shock Effect***



#### **Shock Effect**

This concentrated Active Serum is enriched with more effective active ingredients and is particularly appropriate for an evening application because during the night the skin is more receptive and the action of burning fat is more intense. This represents a great opportunity to exploit the synergy of two actions in order to obtain the most effective result.

A selection of essential Oils stimulates the olfactory receptors to encourage the action of Caffeine which reshapes the most crucial points of the body.



The ingredients of Aromacology and the Red Seaweeds of Brittany, Lithothamnium, Palmaria and Chondrus, Sea water rich in minerals and Oligominerals and Vegetable Extracts are all allies in this specific "shock" treatment to restore circulation, to fight water retention and to encourage lipolysis.

An innovative concentration of active ingredients for in a Serum with a high level of absorbance.

**How to use it:** For best results keep serum bottles in a refrigerator. Open the small bottle, insert the pipette and spread onto the affected parts with a gentle, message until it is completely absorbed.

In the evening, when the body is resting, the Serum drops release high concentrations of active ingredients to fight effectively cellulite blemishes.

Only one evening application per day.

Ideal after having used the SCRUB

Results Will Be Seen in 6-8 Weeks

### SPA treatments:



#### ***Helan Anti-Cellulite Strategy Lymph Draining and Slimming Thermal Mud Spa Treatment***

#### **Sauna Effect**

Micronized clay, mineral salts, organic marine compounds and oligoelements characteristic of brown algae from the seas of Brittany give life to a mud of high osmosis power which makes the activity of the main active vegetal principles more effective for a high functionality against the blemishes of Cellulite.

*Draining effect:* Centella, Ivy, Gingko biloba, Horse chestnut, Escina and Bush clover

*To keep the figure in shape:* Brown Algae from Brittany and Guarana

A double action to prevent and counteract cellulite with quick effective and visible results.

**How to use it:** before each application, mix the product until you have a smooth consistency. This concentrated thermal mud is very active. On the first application it is advisable to spread it in a thin layer and wait a few minutes increasing gradually according to the personal reaction. Having verified a good compatibility with the product you can continue with the thicker application on thighs, hips and buttocks wrapping around the area with clear film and leaving to act for around 35- 40 minutes for obtaining the best results from the product. Remove with tepid water and apply the Slimming cream or the Toning Cream, accordingly to one's needs, to restore freshness and sooth reddening. Results will be seen in 6-8 weeks

### ***Helan Anti-Cellulite Strategy Lymph Draining Massage Oil***

#### **Cool Effect**



A balanced combination of essential oils with synergic action in a matrix of sebum-similar vegetal esters that facilitate massage and favor absorption of the principal ingredients.

A gentle massage helps revive microcirculation and reabsorption of liquids. Essential oils of Cinnamon, Garden Savory, Lemon, Rosemary, Grapefruit, Fennel, Tarragon, Mint and Black Pepper maintain the SKIN visibly smooth and toned to hinder skin blemishes and cellulite.

**How to use it:** Apply to the legs, hips and buttocks, with light massage increasing in strength until complete absorption.



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